COVID ADVOCACY X EXCHANGE

Addressing Gaps in Healthcare Through Real World Advocacy

Key Points and Resources

In recognition of National Minority Health Month, "Addressing Gaps in Healthcare Through Real World Advocacy" featured Bristol Myers Squibb grant recipients working to advance health equity in their communities. Reverend Anthony Evans from the National Black Church Initiative, Venus Ginés from Día de la Mujer Latina and Tanya Ryder from the National Alliance on Mental Illness discussed the need for representation in health care, strategies for collaborating more effectively to include perspectives of historically unrepresented communities in matters of patient care, clinical trials, and health policy, and the importance of sharing accurate information on public health issues like COVID-19. Our Working Groups also provided updates on their work focused addressing issues related to racial and ethnic disparities in health, access to care, patient-focused drug development and the future of advocacy.

Featured Speakers

Danielle Halstrom
Head, Commercial Communications & Global Advocacy Corporate Affairs, Bristol Myers Squibb

Reverend Anthony Evans
President of the National Black Church Initiative

Venus Ginés
CEO and Founder of Día de la Mujer Latina

Tanya Ryder, M.Ed.
Director, Diversity, Equity & Inclusion, National Alliance on Mental Illness

Dave Fuehrer
CEO, and Co-Founder, GRYT Health

Bristol Myers Squibb™

GRYT HEALTH

The History of National Minority Health Month

Booker T. Washington established National Negro Health Week in 1915, dedicated to the health and wellness of Black Americans. Between 1915-1941 local health departments, schools, churches, businesses, as well as professional societies and leaders within the Black community programmed community health events around a central theme each year to honor this week.

Inspired by the aims of National Negro Health Week, National Minority Health Month (NMHM) was established in 2002. Today NMHM is sponsored by the US Office of Health and Human Services Office of Minority Health and aims to raise awareness of the need to improve health equity for racial and ethnic minority communities across the US.

Building Trust Through Collaboration – Consulting on Matters of Health Policy and Clinical Trials

- **Communities as consultants in developing public health policy**
  - Communities should be consulted early and play an active role in health policy development to more effectively identify and address community health needs.
  - Community-based organizations often serve as bridge between communities, pharmaceutical companies, clinical researchers and health officials, and can provide important insight in designing strategies to address priority issues.
  - Effective health policy requires input from trusted voices within communities – such as community health workers – who are well-versed in community needs.
  - Día de la Mujer Latina offers trainings on topics from COVID-19 to mental/behavioral health, which provide resources for community health workers, health ambassadors and individuals working in health outreach.

- **Designing accessible and collaborative clinical trials**
  - Diverse representation in clinical trials will help develop more effective treatments. However, informed consent forms and similar documents can contain legal jargon and inaccurate translations that may discourage participants from enrolling and may even perpetuate harmful and false ideas about clinical trials.
    - This white paper discusses the difference between translation and transcreation – adapting messages from one language to another tailored to the cultural context and linguistic norms of the target audience.
  - The Eliminating Disparities in Clinical Trials (EDICT) Project was developed in 2009 by 300+ advocates to address disparities in clinical trial participation. Representatives from public, private and non-profit sectors produced 10 comprehensive policy recommendations focused on various phases of clinical trials.
  - The Día de la Mujer Latina's Clinical Trail Community Navigator training instructs community health workers on how to communicate accurate information about clinical trials to the general public.